

Application Data Sheet

Inventor Information

Inventor One Given Name:: Clive P.
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Postal Address Line One:: 630 Vernon Avenue, Apt. 5
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Postal or Zip Code:: 80022
Citizenship Country:: United States

Inventor Two Given Name:: Matthew R.
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Postal Address Line One:: 505 Geville Avenue
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Inventor Three Given Name:: Daniel F.
Family Name:: Donato
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Correspondence Information:

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Name Line Two:: Jeffrey W. Salmon
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Address Line Two:: 120 South Riverside Plaza
City:: Chicago
State or Province:: IL
Postal or Zip Code:: 60606
Telephone Number:: (312) 655-1500
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Application Information

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|------------------------|---|
| Title Line One:: | METHOD AND APPARATUS FOR ASSOCIATING ON DEMAND |
| Title Line Two:: | CERTAIN SELECTED MEDIA AND VALUE-ADDING ELEMENTS |
| Total Drawing Sheets:: | 24 |
| Formal Drawings?:: | Yes |
| Application Type:: | Utility/Non-Provisional |
| Docket Number:: | 7887/83889 |

Continuity Information

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|---------------------------|-----------------------|
| This Application is a:: | Continuation No. 1 of |
| Application Serial No.:: | 09/969,114 |
| Application Filing Date:: | October 1, 2001 |

09/969,114

Representative Information

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|--------------------------------|--------|
| Registration Number One:: | 24,003 |
| Registration Number Two: | 22,839 |
| Registration Number Three: | 28,903 |
| Registration Number Four: | 27,429 |
| Registration Number Five: | 25,060 |
| Registration Number Six: | 22,053 |
| Registration Number Seven: | 27,466 |
| Registration Number Eight: | 29,434 |
| Registration Number Nine: | 29,054 |
| Registration Number Ten: | 29,381 |
| Registration Number Eleven: | 34,044 |
| Registration Number Twelve: | 27,600 |
| Registration Number Thirteen: | 34,137 |
| Registration Number Fourteen: | 38,110 |
| Registration Number Fifteen: | 39,724 |
| Registration Number Sixteen: | 39,021 |
| Registration Number Seventeen: | 37,963 |
| Registration Number Eighteen: | 37,135 |
| Registration Number Nineteen: | 40,604 |
| Registration Number Twenty: | 37,435 |